

The New Era of Google Ads: Why PHOs Need Performance Max Now

Brand: Heartbeat Academy
Product Code: 1259

Price: \$9.95

Short Description

1 hour recorded webinar. Presented by Jack Pickering, Extend Web Services

Description

In this workshop, we'll explore why *Performance Max* is the future of Google Ads—and why it matters *now* more than ever for pregnancy help organizations (PHOs). You'll learn what Performance Max is, how it works, and why it's such a powerful and effective campaign type. We'll break down how Google uses machine learning to maximize your reach across Search, Display, YouTube, Maps, Discover, and Gmail—helping you connect with abortion-minded women when and where it matters most. Whether you're new to Google Ads or looking to take your campaigns to the next level, this session will show you how PHOs can leverage Performance Max to drive real, life-changing results.

Presented by Jack Pickering, Extend Web Services

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